

## Technical Information

### 2015 Annual Survey of Entrepreneurs (ASE): Characteristics of Businesses (CB)

#### Dataset Accessible via the Application Programming Interface (API)

Estimates are provided for employer firms both classifiable and unclassifiable by sex, ethnicity, race, and veteran status that responded to the characteristic(s) (DATA FIELDS) listed below:

- Number of owners in 2015 (OWNRNUM)
- Whether the business was family-owned in 2015 (FAMOWN)
- Whether the business was jointly-owned or operated by spouses in 2015 (SPOUSES)
- Business aspirations of the owner(s) for the business in five years (BUSASPIR)
- Year the business was originally established (YRESTBUS)
- Whether all or part of the business operated as a franchise in 2015 (OPFRAN)
- Sources of capital used to start or acquire the business (STRTSRCE)
- Total amount of capital used to start or acquire the business (ACQBUSCAP)
- Total amount of funding from select sources for 2015 (FUNDSRC)
- Whether the business attempted new funding relationships in 2015 (NEWFUNDREL)
- Reasons that the business avoided any needed additional financing during 2015 (AVOIDFINAN)
- Whether the business was profitable in 2015 (PROFIT)
- What factors negatively impacted profitability for 2015 (NEGPROFIT)
- Total sales of 10 percent or more in 2015 by customer categories (CUST)
- Geographic location of business customers/client in 2015 (CUSTLOCPCT)
- Percent of total sales of goods and services that were exported outside the U.S. in 2015 (PEXPORT)
- Whether the business had operations outside the U.S. in 2015 (BUSOUTUS)
- Whether the business outsourced or transferred functions or services outside the U.S. in 2015 (OUTSRCUS)
- Languages used for customer transactions in 2015 (LANG)
- Types of workers used by the business in 2015 (WORKERS)
- Employee benefits that were totally or partly paid by the business in 2015 (BENEFITS)
- Whether the business had a website in 2015 (WEBSITE)
- Percent of total sales of goods and services that were from e-commerce in 2015 (PECOMMRC)
- Whether the business was home-based in 2015 (HOMEBUS)
- Whether the business owned intellectual property in 2015 (INTELCTPROP)
- Business activity characteristics in 2015 (BUSACT)
- Reasons that the business ceased operations since 2015 (CEASEOPS)
- The percent of types workers employed in 2015 (WORKERPCT)
- Types of tasks performed by each worker type in 2015 (TYPTASKS)
- How the business handled service or production problems in 2015 (SERVICEPROB)
- How many key performance indicators the business used in 2015 (KPINUM)
- The frequency of key performance indicators the business used in 2015 (KPIFREQ)
- The timeframe of the business targets used in 2015 (BUSTARGETS)
- The effort needed to achieve business targets in 2015 (BUSTARDIFF)
- How employees were promoted in 2015 (PROMOTION)
- How the business handled under-performance in 2015 (UNDERPERFORM)
- Method of record-keeping for budgeting and finance activities in 2015 (RECBUDGET)
- How the business used budgeting and finance records to make decisions in 2015 (RECBUDPURP)
- Method of record-keeping for sales and purchases in 2015 (RECSALES)
- How the business used sales and purchases records to make decisions in 2015 (RECSALEPURP)

Characteristic data are tabulated by:

- Geography (U.S., states, and the fifty most populous metropolitan statistical areas)
- Industry sector (2-digit 2012 North American Industry Classification System code (NAICS2012) and meaning of code (NAICS2012\_LABEL)) [See <https://www.census.gov/eos/www/naics/> for detailed information.]
- Years in business (YIBSZFI)

The full list of variables can be found at <https://api.census.gov/data/2015/ase/cscb/variables.html>

### Technical Notes:

Detail may not add to the total or subgroup total because a Hispanic or Latino firm may be of any race, and because a firm could be tabulated in more than one racial group. For example, if a firm responded as both Chinese and Black majority-owned, the firm would be included in the detailed Asian and Black estimates, but would only be counted once toward the higher level estimates for all firms.

For all firms classifiable by sex, ethnicity, race, and veteran status, the details are counted based on the person(s) owning 51 percent or more of the stock or equity in the business. These estimates are both tabulated by single attribute (such as female-owned) and cross tabulated by double attributes (such as Hispanic, female-owned). Separate estimates are counted, tabulated, and cross tabulated for firms equally owned (50 percent / 50 percent).

Firms not classifiable by sex, ethnicity, race, and veteran status are counted and tabulated separately.

Percentages are for respondent firms with paid employees only, and are not recalculated when the dataset is resorted. Percentages are always based on total reporting within a sex, ethnicity, race, veteran status, (CBGROUP) and/or industry group for characteristics tabulated in this dataset. Firms with more than one domestic establishment are counted in each industry in which they operate, but only once in the U.S. total for all sectors. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see the Methodology section at <https://www.census.gov/programs-surveys/ase/technical-documentation/methodology.2015.html>.

### Abbreviations and Symbols:

Please note that symbols will show in the associated flag field for variables. The data value shown will be zero. The following abbreviations and symbols are used with these data:

- S** - Withheld because estimate did not meet publication standards
- N** - Not available or not comparable
- X** - Not applicable

For the complete list of all economic programs symbols, see the Symbols Glossary at <https://www.census.gov/programs-surveys/economic-census/technical-documentation/data-dictionary.html>.

### Additional Notes:

The variables WORKERPCT and TYPTASKS (listed below) require an additional variable (WORKERS) in the API call. Example call:

[https://api.census.gov/data/2015/ase/cscb?get=NAME,NAICS2012\\_LABEL,ASECB,ASECB\\_LABEL,WORKERS,WORKERS\\_LABEL,TYPTASKS,TYPTASKS\\_LABEL,YEAR,FIRMPDEMP,FIRMPDEMP\\_PCT,RCPPDEMP,RCPPDEMP\\_F,RCPPDEMP\\_PCT,EMP,EMP\\_PCT,PAYANN,PAYANN\\_PCT,FIRMPDEMP\\_S,FIRMPDEMP\\_PCT\\_S,RCPPDEMP\\_S,RCPPDEMP\\_PCT\\_S,EMP\\_S,EMP\\_PCT\\_S,PAYANN\\_S,PAYANN\\_PCT\\_S&for=us:\\*&key=YOUR\\_KEY\\_GOES\\_HERE](https://api.census.gov/data/2015/ase/cscb?get=NAME,NAICS2012_LABEL,ASECB,ASECB_LABEL,WORKERS,WORKERS_LABEL,TYPTASKS,TYPTASKS_LABEL,YEAR,FIRMPDEMP,FIRMPDEMP_PCT,RCPPDEMP,RCPPDEMP_F,RCPPDEMP_PCT,EMP,EMP_PCT,PAYANN,PAYANN_PCT,FIRMPDEMP_S,FIRMPDEMP_PCT_S,RCPPDEMP_S,RCPPDEMP_PCT_S,EMP_S,EMP_PCT_S,PAYANN_S,PAYANN_PCT_S&for=us:*&key=YOUR_KEY_GOES_HERE)

## Valid Data Values

To build valid API queries, refer to the following codes.

ASECB represents estimates tabulated by a single ownership attribute, such as sex, ethnicity, race, or veteran status.

DATA FIELD	Valid codes	Meaning of code
ASECB	0000	All firms
	0001	Female-owned
	0002	Male-owned
	0003	Equally male-/female-owned
	0010	Hispanic
	0020	Equally Hispanic/non-Hispanic
	0030	Non-Hispanic
	0100	White
	0200	Black or African American
	0300	American Indian and Alaska Native
	0400	Asian
	0500	Native Hawaiian and Other Pacific Islander
	0600	Some other race
	0700	Minority
	0800	Equally minority/nonminority
	0900	Nonminority
	1000	Veteran
	2000	Equally veteran/nonveteran
	3000	Nonveteran
	9996	All firms classifiable by sex, ethnicity, race, and veteran status
	9998	Publicly held and other firms not classifiable by sex, ethnicity, race, and veteran status

YIBSZFI represents the number of years the firm has been in business.

DATA FIELD	Valid codes	Meaning of code
YIBSZFI	001	All firms
	311	Firms with less than 2 years in business
	318	Firms with 2 to 3 years in business
	319	Firms with 4 to 5 years in business
	321	Firms with 6 to 10 years in business
	322	Firms with 11 to 15 years in business
	323	Firms with 16 or more years in business

Please refer to the following business questions and valid codes (listed alphabetically by DATA FIELD) for the business information collected on the 2015 ASE-1 questionnaire. Please note that select questions instructed the respondent to **"Select all that apply."**

"For the owner(s) you reported, what was the total amount of capital used to start or acquire this business? (Capital includes savings, other assets, and borrowed funds of owner(s).)"

DATA FIELD	Valid codes	Meaning of code
ACQBUSCAP	A1	All firms
	GM	Less than \$5,000
	GN	\$5,000 to \$9,999
	GO	\$10,000 to \$24,999
	GP	\$25,000 to \$49,999
	GQ	\$50,000 to \$99,999
	GR	\$100,000 to \$249,999
	GS	\$250,000 to \$999,999
	GS01	\$1,000,000 to \$2,999,999
	GS02	\$3,000,000 or more
	GU	Don't know
	GV	Not applicable
	GW	Total reporting
	GX	Item not reported

"At any time during 2015, did this business need additional financing and **the owner(s) chose not to apply?**"

(If yes) "Why did this business choose not to apply for additional financing? **(Select all that apply.)**"

DATA FIELD	Valid codes	Meaning of code
AVOIDFINAN	A1	All firms
	MUR0	Responded No to "Did this business need any additional financing and the owner(s) chose not to apply"
	MUR1	Did not think business would be approved by lender
	MUR2	Did not want to accrue debt
	MUR3	Decided the financing costs would be too high
	MUR4	Preferred to reinvest the business profits instead
	MUR5	Felt the loan search/application process would be too time consuming
	MUR6	Decided the additional financing was no longer needed
	MUR7	Decided to wait until funding conditions improved
	MUR8	Decided to wait until the company hit milestones to be in stronger position to raise funds
	MUR9	Other reason for not applying for additional financing
	MURA	Responded Yes to "Did this business need any additional financing and the owner(s) chose not to apply"
	MUTR	Total reporting
	MUXX	Item not reported
	MUXY	Reason why business avoided additional financing not reported

"In 2015, which of the following employee benefits were paid totally or partly by this business? **Select all that apply.**"

DATA FIELD	Valid codes	Meaning of code
BENEFITS	A1	All firms
	KB	Health insurance
	KC	Contributions to retirement plans, including 401(k), Keogh, etc.
	KD	Profit sharing and/or stock options
	KE	Paid holidays, vacation, and/or sick leave
	KE01	Tuition assistance and/or reimbursement
	KF	None of the above
	KG	Total reporting
	KH	Item not reported

"In 2015, did any of the following characteristics describe the activity of this business? **Select all that apply.**"

DATA FIELD	Valid codes	Meaning of code
BUSACT	A1	All firms
	LB	Operated less than 40 hours per week on average
	LC	Operated less than 12 months
	LD	Seasonal business
	LE	Operated occasionally
	LF	None of the above
	LG	Total reporting
	LH	Item not reported

"Where would the owner(s) like this business to be in five years? **(Select one.)**"

DATA FIELD	Valid codes	Meaning of code
BUSASPIR	A1	All firms
	MVL1	Larger in terms of sales or profits
	MVL2	About the same amount of sales or profits
	MVL3	Smaller in terms of sales or profits
	MVL4	Other
	MVTR	Total reporting
	MVXX	Item not reported
	MVXY	Not applicable

"In 2015, did this business have operations outside the United States?"

DATA FIELD	Valid codes	Meaning of code
BUSOUTUS	A1	All firms
	BA	Had operations outside the U.S.
	BB	Did not have operations outside the U.S.
	BC	Total reporting
	BE	Item not reported

"In 2015, how easy or difficult would it have been to achieve business, service, or production targets at this business? **Select ONE box only.**"

DATA FIELD	Valid codes	Meaning of code
BUSTARDIFF	A1	All firms
	RA1	Targets were possible to achieve with minimal effort
	RA2	Targets were possible to achieve with less than normal effort
	RA3	Targets were possible to achieve with normal effort
	RA4	Targets were possible to achieve with more than normal effort
	RA5	Targets were possible to achieve with extraordinary effort
	RATR	Total reporting
	RAXX	Item not reported
	RAXY	No business, service, or production targets

"In 2015, what best describes the time frame of business, service, or production targets at this business? **Select ONE box only.** Examples of business, service, or production targets include number of customers, production, quality, efficiency, sales, waste, on-time delivery. "

DATA FIELD	Valid codes	Meaning of code
BUSTARGETS	A1	All firms
	QZ1	Main focus was on short term (less than one year) targets
	QZ2	Main focus was on long term (one year or more) targets
	QZ3	Combination of short-term and long-term targets
	QZ4	No business, service, or production targets
	QZTR	Total reporting
	QZXX	Item not reported

"Is this business currently operating?" [As of the questionnaire's completion date]

"(If No) Did the operations cease for any of the following reasons? **Select all that apply.**"

DATA FIELD	Valid codes	Meaning of code
CEASEOPS	A1	All firms
	LI	Business is currently operating
	LI00	Business operations have ceased
	LI01	Operations ceased because owner(s) military deployment
	LI02	Operations ceased because owner(s) illness or injury
	LJ	Operations ceased because owner(s) retired
	LK	Operations ceased because owner(s) died
	LL	Operations ceased because operated for a specific or one-time event
	LM	Operations ceased due to inadequate cash flow or sales
	LN	Operations ceased due to lack of business loans/credit
	LO	Operations ceased due to lack of personal loans/credit
	LP	Operations ceased because owner(s) started another business
	LQ	Operations ceased because owner(s) sold the business
	LR	Operations ceased for another reason
	LS	Total reporting
	LT	Operating status not reported
	LU	Reason operations ceased not reported

"In 2015, which of the following types of customers accounted for 10% or more of this business's total sales of goods and/or services? **Select all that apply.**"

DATA FIELD	Valid codes	Meaning of code
CUST	A1	All firms
	IB	Federal government
	IC	State and local government, including school districts, transportation authorities, etc.
	ID	Other businesses and/or organizations, including distributors of your product(s)
	IE	Individuals
	IF	Total reporting
	IG	Item not reported

"During 2015, where were this business's customers or clients located? *Round to the nearest whole percent. Your best estimate is fine. If none, report "0."*"

DATA FIELD	Valid codes	Meaning of code
CUSTLOCPCT	A1	All firms
	MW1P	Less than 25% same region as business
	MW2P	25% to 49% same region as business
	MW3P	50% to 74% same region as business
	MW4P	75% or more same region as business
	MX1P	Less than 25% outside of the region but within U.S.
	MX2P	25% to 49% outside of the region but within U.S.
	MX3P	50% to 74% outside of the region but within U.S.
	MX4P	75% or more outside of the region but within U.S.
	MY1P	Less than 25% outside the U.S.
	MY2P	25% to 49% outside the U.S.
	MY3P	50% to 74% outside the U.S.
	MY4P	75% or more outside the U.S.
	MZTR	Total reporting
	MZXX	Item not reported

"In 2015, did **two or more members of one family own the majority** of this business? (Family refers to spouses, parents/guardians, children, siblings, or close relatives.)"

DATA FIELD	Valid codes	Meaning of code
FAMOWN	A1	All firms
	BM	Family-owned
	BN	Not family-owned
	BO	Total reporting
	BP	Item not reported
	NB	Not applicable

"For 2015, what was the total amount of money that the owner(s) personally put into the business? *Your best estimate is fine. Please report in thousands.*

Include:

- Investments from personal savings
- Personal retirement accounts
- Home equity loans
- Personally borrowed funds"

"For 2015, what was the amount of money this business received from family, friends, and employees? *Your best estimate is fine. Please report in thousands.*"

"For 2015, what was the total amount of money this business borrowed from a bank or other financial institution, including business loans, a business credit card carrying a balance, or a business line of credit? *Include all draws on a business line of credit, even if paid off during the year. Your best estimate is fine. Please report in thousands.*"

"For 2015, what was the total amount of money this business received from angel investors, venture capitalists, or other businesses in return for a share of ownership in this business? *Your best estimate is fine. Please report in thousands.*" (An "angel investor" is an affluent individual who provides capital for a business start-up, usually in exchange for convertible debt or ownership equity.)

"For 2015, what was the total amount of money this business received from government grants (such as the Small Business Innovation Research (SBIR) and/or Small Business Technology Transfer (STTR) programs)? *Your best estimate is fine. Please report in thousands.*"

DATA FIELD	Valid codes	Meaning of code
FUNDSRC (see next page)	A1	All firms
	BFF0	\$0 from owner(s)
	BFF1	\$1 to \$4,999 from owner(s)
	BFF2	\$5,000 to \$9,999 from owner(s)
	BFF3	\$10,000 to \$24,999 from owner(s)
	BFF4	\$25,000 to \$49,999 from owner(s)
	BFF5	\$50,000 to \$99,999 from owner(s)
	BFF6	\$100,000 to \$249,999 from owner(s)
	BFF7	\$250,000 or more from owner(s)
	BFTR	Firms with funding from owner(s): Total reporting
	BFXX	Firms with funding from owner(s): Item not reported
	BFXY	Firms with funding from owner(s): Not applicable
	BGF0	\$0 from family, friends, and employees
	BGF1	\$1 to \$4,999 from family, friends, and employees



DATA FIELD	Valid codes	Meaning of code
FUNDSRC (cont.)	BGF2	\$5,000 to \$9,999 from family, friends, and employees
	BGF3	\$10,000 to \$24,999 from family, friends, and employees
	BGF4	\$25,000 to \$49,999 from family, friends, and employees
	BGF5	\$50,000 to \$99,999 from family, friends, and employees
	BGF6	\$100,000 to \$249,999 from family, friends, and employees
	BGF7	\$250,000 or more from family, friends, and employees
	BGTR	Firms with funding from family, friends, and employees: Total reporting
	BGXX	Firms with funding from family, friends, and employees: Item not reported
	BHF0	\$0 from banks and other financial institutions
	BHF1	\$1 to \$4,999 from banks and other financial institutions
	BHF2	\$5,000 to \$9,999 from banks and other financial institutions
	BHF3	\$10,000 to \$24,999 from banks and other financial institutions
	BHF4	\$25,000 to \$49,999 from banks and other financial institutions
	BHF5	\$50,000 to \$99,999 from banks and other financial institutions
	BHF6	\$100,000 to \$249,999 from banks and other financial institutions
	BHF7	\$250,000 or more from banks and other financial institutions
	BHTR	Firms with funding from banks and other financial institutions: Total reporting
	BHXX	Firms with funding from banks and other financial institutions: Item not reported
	BIF0	\$0 from outside investors
	BIF1	\$1 to \$4,999 from outside investors
	BIF2	\$5,000 to \$9,999 from outside investors
	BIF3	\$10,000 to \$24,999 from outside investors
	BIF4	\$25,000 to \$49,999 from outside investors
	BIF5	\$50,000 to \$99,999 from outside investors
	BIF6	\$100,000 to \$249,999 from outside investors
	BIF7	\$250,000 or more from outside investors
	BITR	Firms with funding from outside investors: Total reporting
	BIXX	Firms with funding from outside investors: Item not reported
	BJF0	\$0 from government grants
	BJF1	\$1 to \$4,999 from government grants
	BJF2	\$5,000 to \$9,999 from government grants
	BJF3	\$10,000 to \$24,999 from government grants
	BJF4	\$25,000 to \$49,999 from government grants
	BJF5	\$50,000 to \$99,999 from government grants
	BJF6	\$100,000 to \$249,999 from government grants
	BJF7	\$250,000 or more from government grants
	BJTR	Firms with funding from government grants: Total reporting
	BJXX	Firms with funding from government grants: Item not reported

"In 2015, did this business operate primarily from somebody's home?"

DATA FIELD	Valid codes	Meaning of code
HOMEBUS	A1	All firms
	GY	Operated primarily from somebody's home
	GZ	Did not operate primarily from somebody's home
	HA	Total reporting
	HB	Item not reported

"In 2015, did this business own one or more of the following? **Select all that apply.**"

DATA FIELD	Valid codes	Meaning of code
INTELCTPROP	A1	All firms
	OA	Owned a copyright
	OB	Owned a trademark
	OC	Owned a patent (granted)
	OD	Owned a patent (pending)
	OE	Owned none of the above
	OF	Total reporting
	OG	Item not reported

"During 2015, how frequently were the key performance indicators reviewed at this business? **Select all that apply.**"

DATA FIELD	Valid codes	Meaning of code
KPIFREQ	A1	All firms
	QY1	Yearly
	QY2	Quarterly
	QY3	Monthly
	QY4	Weekly
	QY5	Daily
	QY6	Hourly or more frequently
	QY7	Never
	QYTR	Total reporting
	QYXX	Item not reported
	QYXY	No key performance indicators

"In 2015, how many key performance indicators were monitored at this business? Key performance indicators are formal, quantifiable measures of performance or quality at this business. "

DATA FIELD	Valid codes	Meaning of code
KPINUM	A1	All firms
	QX17	1-2 key performance indicators
	QX18	3-9 key performance indicators
	QX19	10 or more key performance indicators
	QX20	No key performance indicators
	QXTR	Total reporting
	QXXX	Item not reported

"In 2015, in which language(s) did this business conduct transactions with its customers? **Select all that apply.**"

DATA FIELD	Valid codes	Meaning of code
LANG (see next page)	A1	All firms
	JA	English
	JA01	African language(s)
	JB	Arabic
	JC	Chinese
	JD	French
	JD01	French Creole
	JE	German

DATA FIELD	Valid codes	Meaning of code
LANG (cont.)	JG	Hindi/Urdu
	JH	Italian
	JI	Japanese
	JJ	Korean
	JK	Polish
	JL	Portuguese
	JM	Russian
	JN	Spanish
	JO	Tagalog
	JP	Vietnamese
	JQ	Other
	JR	Total reporting
	JS	Item not reported

"In 2015, did each of the following negatively impact the profitability of this business? (Select one in each row.)"

DATA FIELD	Valid codes	Meaning of code
NEGPORFIT	A1	All firms
	OSH1	Negative impact from access to financial capital
	OSH2	No negative impact from access to financial capital
	OTH1	Negative impact from cost of financial capital
	OTH2	No negative impact from cost of financial capital
	OUH1	Negative impact from finding qualified labor
	OUH2	No negative impact from finding qualified labor
	OVH1	Negative impact from taxes
	OVH2	No negative impact from taxes
	OWH1	Negative impact from slow business or lost sales
	OWH2	No negative impact from slow business or lost sales
	OXH1	Negative impact from late or nonpayment from customers
	OXH2	No negative impact from late or nonpayment from customers
	OYH1	Negative impact from unpredictability of business conditions
	OYH2	No negative impact from unpredictability of business conditions
	OZH1	Negative impact from changes or updates in technology
	OZH2	No negative impact from changes or updates in technology
	PAH1	Negative impact from other
	PAH2	No negative impact from other
	PBTR	Total reporting
	PBXX	Item not reported

"For 2015, did this business attempt to establish any **new funding relationships** (for example, loans, investments, or gifts) with any of the following sources? (**Select one for each row.**)"

DATA FIELD	Valid codes	Meaning of code
NEWFUNDREL	A1	All firms
	PC2R	Other owner(s) (if applicable): Received total amount requested
	PC2S	Other owner(s) (if applicable): Did not receive total amount requested
	PC2T	Other owner(s) (if applicable): Did not attempt to establish this new funding relationship
	PD2R	Family, friends, or employees: Received total amount requested
	PD2S	Family, friends, or employees: Did not receive total amount requested
	PD2T	Family, friends, or employees: Did not attempt to establish this new funding relationship
	PE2R	Banks, credit unions, or other financial institutions: Received total amount requested
	PE2S	Banks, credit unions, or other financial institutions: Did not receive total amount requested
	PE2T	Banks, credit unions, or other financial institutions: Did not attempt to establish this new funding relationship
	PF2R	Home equity loans in name of business owners: Received total amount requested
	PF2S	Home equity loans in name of business owners: Did not receive total amount requested
	PF2T	Home equity loans in name of business owners: Did not attempt to establish this new funding relationship
	PG2R	Credit cards: Received total amount requested
	PG2S	Credit cards: Did not receive total amount requested
	PG2T	Credit cards: Did not attempt to establish this new funding relationship
	PH2R	Trade credit (for example, buy now, pay later): Received total amount requested
	PH2S	Trade credit (for example, buy now, pay later): Did not receive total amount requested
	PH2T	Trade credit (for example, buy now, pay later): Did not attempt to establish this new funding relationship
	PI2R	Angel investors: Received total amount requested
	PI2S	Angel investors: Did not receive total amount requested
	PI2T	Angel investors: Did not attempt to establish this new funding relationship
	PJ2R	Venture capitalists: Received total amount requested
	PJ2S	Venture capitalists: Did not receive total amount requested
	PJ2T	Venture capitalists: Did not attempt to establish this new funding relationship
	PK2R	Other investor businesses: Received total amount requested
	PK2S	Other investor businesses: Did not receive total amount requested
	PK2T	Other investor businesses: Did not attempt to establish this new funding relationship
	PL2R	Crowd funding platform: Received total amount requested
	PL2S	Crowd funding platform: Did not receive total amount requested
	PL2T	Crowd funding platform: Did not attempt to establish this new funding relationship
	PM2R	Grants: Received total amount requested
	PM2S	Grants: Did not receive total amount requested
	PM2T	Grants: Did not attempt to establish this new funding relationship
	PN2R	Other: Received total amount requested
	PN2S	Other: Did not receive total amount requested
	PN2T	Other: Did not attempt to establish this new funding relationship
	POTR	Total reporting
	POXX	Item not reported

"In 2015, did all or part of this business operate as a franchise?"

DATA FIELD	Valid codes	Meaning of code
OPFRAN	A1	All firms
	LV	All or part of the business operated as a franchise
	LW	Did not operate as a franchise
	LX	Total reporting
	LY	Item not reported

"In 2015, did this business outsource or transfer any business function and/or service to another company outside the United States?"

DATA FIELD	Valid codes	Meaning of code
OUTSRCUS	A1	All firms
	IW	Outsourced or transferred any business function and/or service to a company outside the U.S.
	IX	Did not outsource or transfer any business function and/or service to a company outside the U.S.
	IY	Total reporting
	IZ	Item not reported

"In 2015, how many people owned this business?"

- Do not combine two or more owners to create one
- Count spouses and partners as separate owners"

DATA FIELD	Valid codes	Meaning of code
OWNRNUM	A1	All firms
	BQ	1 person
	BQ01	2 to 4 people
	BQ02	5 to 10 people
	BQ03	11 or more people
	BQ04	Business owned by a parent company, estate, trust, or other entity
	BX	Unknown number of owners
	BY	Total reporting
	BZ	Item not reported

"In 2015, did this business have any e-commerce sales? (E-commerce sales are sales of goods and/or services where an order is placed by the buyer or price and terms of sale are negotiated over the Internet, extranet, EDI network, electronic mail, or other online system. Payment may or may not be made online.)"

"(If Yes) In 2015, what percent of this business's total sales of goods and/or services were e-commerce sales?"

DATA FIELD	Valid codes	Meaning of code
PECOMMRC	A1	All firms
	KM	No e-commerce sales
	KM01	Yes e-commerce sales
	KN	Less than 1%
	KO	1% to 4%
	KP	5% to 9%
	KQ	10% to 19%
	KR	20% to 49%
	KS	50% to 99%
	KT	100%
	KU	Don't know
	KV	Total reporting
	KW	E-commerce not reported
	RX	Percent e-commerce not reported

"In 2015, what percent of this business's total sales of goods and/or services consisted of **exports outside the United States?**"

DATA FIELD	Valid codes	Meaning of code
PEXPORT	A1	All firms
	IH	None
	IJ	1% to 4%
	IK	5% to 9%
	IL	10% to 19%
	IM	20% to 49%
	IN	50% to 99%
	IO	100%
	IP	Don't know
	IQ	Total reporting
	IR	Item not reported

"In 2015, did this business have profits, losses, or break even? **(Select one)**"

DATA FIELD	Valid codes	Meaning of code
PROFIT	A1	All firms
	EHP1	Business had profits
	EHP2	Business had losses
	EHP3	Business broke even
	EHTR	Total reporting
	EHXX	Item not reported

“In 2015, what was the primary way employees were promoted at this business? **Select ONE box only.**”

DATA FIELD	Valid codes	Meaning of code
PROMOTION	A1	All firms
	PR1	Promotions were based solely on performance and ability
	PR2	Promotions were based partly on performance and ability and partly on other factors (for example, tenure or family connections)
	PR3	Promotions were based mainly on factors other than performance and ability (for example, tenure or family connections)
	PR4	Employees are not normally promoted
	PRTR	Total reporting
	PRXX	Item not reported

“In 2015, how did this business handle its record-keeping for budgeting and finance activities? **Select all that apply.**”

DATA FIELD	Valid codes	Meaning of code
RECBUDGET	A1	All firms
	RBAA	Business kept paper records for budgeting and finance activities
	RBAB	Business kept electronic records for budgeting and finance activities
	RBAC	Business had records for budgeting and finance activities handled by another business
	RBAD	Business did not keep records for budgeting and finance activities
	RBTR	Total reporting
	RBXX	Item not reported

“In 2015, were data from records for this business’s budgeting and finance activities used in **decisions** regarding any of the following? **Select all that apply.**”

DATA FIELD	Valid codes	Meaning of code
RECBUDPURP	A1	All firms
	RPAE	Business used budgeting and finance records to make decisions regarding design of new products or services
	RPAF	Business used budgeting and finance records to make decisions regarding forecasting demand for products or services
	RPAG	Business used budgeting and finance records to make decisions regarding ordering supplies or materials
	RPAH	Business used budgeting and finance records to make decisions regarding scheduling or managing deliveries
	RPAI	Business used budgeting and finance records to make decisions regarding financial planning
	RPAJ	Business used budgeting and finance records to make decisions regarding targeting potential customers
	RPAK	Business used budgeting and finance records to make decisions regarding preparing business taxes
	RPAL	Business used budgeting and finance records to make decisions regarding other budgeting and finance activities
	RPTR	Total reporting
	RPXX	Item not reported
	RPXY	No records kept for budgeting and finance activities

“In 2015, were data from records for this business’s sales and purchases activities used in **decisions** regarding any of the following? **Select all that apply.** “

DATA FIELD	Valid codes	Meaning of code
RECSALEPURP	A1	All firms
	SRAE	Business used sales and purchases records to make decisions regarding design of new products or services
	SRAF	Business used sales and purchases records to make decisions regarding forecasting demand for products or services
	SRAG	Business used sales and purchases records to make decisions regarding ordering supplies or materials
	SRAH	Business used sales and purchases records to make decisions regarding scheduling or managing deliveries
	SRAI	Business used sales and purchases records to make decisions regarding financial planning
	SRAJ	Business used sales and purchases records to make decisions regarding targeting potential customers
	SRAK	Business used sales and purchases records to make decisions regarding preparing business taxes
	SRAL	Business used sales and purchases records to make decisions regarding other sales and purchases activities
	SRTR	Total reporting
	SRXX	Item not reported
	SRXY	No records kept for sales and purchases activities

“In 2015, how did this business handle its record-keeping for sales and purchases activities? **Select all that apply.**”

DATA FIELD	Valid codes	Meaning of code
RECSALES	A1	All firms
	RSAA	Business kept paper records for sales and purchases activities
	RSAB	Business kept electronic records for sales and purchases activities
	RSAC	Business had records for sales and purchases activities handled by another business
	RSAD	Business did not keep records for sales and purchases activities
	RSTR	Total reporting
	RSXX	Item not reported



"In 2015, what best describes what happened at this business when a service or production problem arose? For example, finding a quality defect in a product or piece of equipment breaking down."

DATA FIELD	Valid codes	Meaning of code
SERVICEPROB	A1	All firms
	QS12	Business fixed the service or production problem and did not take further action
	QS13	Business fixed the service or production problem and took action so it would not happen again
	QS14	Business fixed the service or production problem and took action so it would not happen again, and had a continuous improvement process to anticipate problems like these in advance
	QS15	Business did not take action to fix the service or production problem
	QS16	No service or production problem arose
	QSTR	Total reporting
	QSXX	Item not reported

"In 2015, did **two or more members of one family own the majority** of this business? (Family refers to spouses, parents/guardians, children, siblings, or close relatives.)"

"(If Yes) Did spouses jointly own this business?"

"(If Yes) Was this business operated equally by both spouses?"

DATA FIELD	Valid codes	Meaning of code
SPOUSES	A1	All firms
	LZ	Jointly owned and equally operated by spouses
	MA	Jointly owned but primarily operated by male spouse
	MB	Jointly owned but primarily operated by female spouse
	MC	Not jointly owned by spouses
	MD	Total reporting
	ME	Item not reported
	MF	Not applicable

"For the owners reported, what was the source(s) of capital used to start or initially acquire this business? **Select all that apply.**"

DATA FIELD	Valid codes	Meaning of code
STRTSRCE (see next page)	A1	All firms
	FX	Personal/family savings of owner(s)
	FY	Personal/family assets other than savings of owner(s)
	FZ	Personal/family home equity loan
	GA01	Personal credit card(s) carrying balances
	GA02	Business credit card(s) carrying balances
	GB	Business loan from federal, state, or local government
	GC	Government-guaranteed business loan from a bank or financial institution
	GD	Business loan from a bank or financial institution
	GE	Business loan/investment from family/friends
	GF	Investment by venture capitalist(s)
	GG	Grants
	GH	Other source(s) of capital
	GI	Don't know

DATA FIELD	Valid codes	Meaning of code
STRTSRCE (cont.)	GJ	None needed
	GK	Total reporting
	GL	Item not reported

If you selected **“Full-time paid employees”** in ‘Types of Workers’, please answer the following question.

In 2015, what types of tasks did **full-time paid employees** (workers who received a W-2) perform? **Select all that apply.**

If you selected **“Part-time paid employees”** in ‘Types of Workers’, please answer the following question.

In 2015, what types of tasks did **part-time paid employees** (workers who received a W-2) perform? **Select all that apply.**

If you selected **“Paid day laborers”** in ‘Types of Workers’, please answer the following question.

In 2015, what types of tasks did **paid day laborers** perform? **Select all that apply.**

If you selected **“Temporary staff obtained from a temporary help service”** in ‘Types of Workers’, please answer the following question.

In 2015, what types of tasks did **temporary staff obtained from a temporary help service** perform? **Select all that apply.**

If you selected **“Leased employees from a leasing service or professional employer organization”** in ‘Types of Workers’, please answer the following question.

In 2015, what types of tasks did **leased employees from a leasing service or professional employer organization** perform? **Select all that apply.**

If you selected **“Contractors, subcontractors, independent contractors, or outside consultants”** in ‘Types of Workers’, please answer the following question.

In 2015, what types of tasks did **contractors, subcontractors, independent contractors, or outside consultants** (workers who received a 1099 or payment from another company) perform? **Select all that apply.”**

DATA FIELD	Valid codes	Meaning of code
TYPTASKS (see next page)	A1	All firms
	JT51	Procurement, logistics, and distribution tasks performed by full-time paid employees
	JT52	Operations tasks performed by full-time paid employees
	JT53	Marketing, sales, and customer accounts tasks performed by full-time paid employees
	JT54	Customer and after sales service tasks performed by full-time paid employees
	JT55	Product or service development tasks performed by full-time paid employees
	JT56	Technology and process development tasks performed by full-time paid employees
	JT57	General management and firm infrastructure tasks performed by full-time paid employees
	JT58	Human resources management tasks performed by full-time paid employees
	JT59	Strategic management tasks performed by full-time paid employees
	JT60	None of the above tasks performed by full-time paid employees
	JT71	Total reporting: Tasks performed by full-time paid employees
	JT72	Item not reported: Tasks performed by full-time paid employees
	JU51	Procurement, logistics, and distribution tasks performed by part-time paid employees

DATA FIELD	Valid codes	Meaning of code
TYPTASKS (cont.)	JU52	Operations tasks performed by part-time paid employees
	JU53	Marketing, sales, and customer accounts tasks performed by part-time paid employees
	JU54	Customer and after sales service tasks performed by part-time paid employees
	JU55	Product or service development tasks performed by part-time paid employees
	JU56	Technology and process development tasks performed by part-time paid employees
	JU57	General management and firm infrastructure tasks performed by part-time paid employees
	JU58	Human resources management tasks performed by part-time paid employees
	JU59	Strategic management tasks performed by part-time paid employees
	JU60	None of the above tasks performed by part-time paid employees
	JU71	Total reporting: Tasks performed by part-time paid employees
	JU72	Item not reported: Tasks performed by part-time paid employees
	JV51	Procurement, logistics, and distribution tasks performed by paid day laborers
	JV52	Operations tasks performed by paid day laborers
	JV53	Marketing, sales, and customer accounts tasks performed by paid day laborers
	JV54	Customer and after sales service tasks performed by paid day laborers
	JV55	Product or service development tasks performed by paid day laborers
	JV56	Technology and process development tasks performed by paid day laborers
	JV57	General management and firm infrastructure tasks performed by paid day laborers
	JV58	Human resources management tasks performed by paid day laborers
	JV59	Strategic management tasks performed by paid day laborers
	JV60	None of the above tasks performed by paid day laborers
	JV71	Total reporting: Tasks performed by paid day laborers
	JV72	Item not reported: Tasks performed by paid day laborers
	JW51	Procurement, logistics, and distribution tasks performed by temporary staffing obtained from a temporary help service
	JW52	Operations tasks performed by temporary staffing obtained from a temporary help service
	JW53	Marketing, sales, and customer accounts tasks performed by temporary staffing obtained from a temporary help service
	JW54	Customer and after sales service tasks performed by temporary staffing obtained from a temporary help service
	JW55	Product or service development tasks performed by temporary staffing obtained from a temporary help service
	JW56	Technology and process development tasks performed by temporary staffing obtained from a temporary help service
	JW57	General management and firm infrastructure tasks performed by temporary staffing obtained from a temporary help service
	JW58	Human resources management tasks performed by temporary staffing obtained from a temporary help service
	JW59	Strategic management tasks performed by temporary staffing obtained from a temporary help service
	JW60	None of the above tasks performed by temporary staffing obtained from a temporary help service
	JW71	Total reporting: Tasks performed by temporary staffing obtained from a temporary help service

DATA FIELD	Valid codes	Meaning of code
TYPTASKS (cont.)	JW72	Item not reported: Tasks performed by temporary staffing obtained from a temporary help service
	JX51	Procurement, logistics, and distribution tasks performed by leased employees from leasing service or professional employer organization
	JX52	Operations tasks performed by leased employees from leasing service or professional employer organization
	JX53	Marketing, sales, and customer accounts tasks performed by leased employees from leasing service or professional employer organization
	JX54	Customer and after sales service tasks performed by leased employees from leasing service or professional employer organization
	JX55	Product or service development tasks performed by leased employees from leasing service or professional employer organization
	JX56	Technology and process development tasks performed by leased employees from leasing service or professional employer organization
	JX57	General management and firm infrastructure tasks performed by leased employees from leasing service or professional employer organization
	JX58	Human resources management tasks performed by leased employees from leasing service or professional employer organization
	JX59	Strategic management tasks performed by leased employees from leasing service or professional employer organization
	JX60	None of the above tasks performed by leased employees from leasing service or professional employer organization
	JX71	Total reporting: Tasks performed by leased employees from leasing service or professional employer organization
	JX72	Item not reported: Tasks performed by leased employees from leasing service or professional employer organization
	JY51	Procurement, logistics, and distribution tasks performed by contractors, subcontractors, independent contractors, or outside consultants
	JY52	Operations tasks performed by contractors, subcontractors, independent contractors, or outside consultants
	JY53	Marketing, sales, and customer accounts tasks performed by contractors, subcontractors, independent contractors, or outside consultants
	JY54	Customer and after sales service tasks performed by contractors, subcontractors, independent contractors, or outside consultants
	JY55	Product or service development tasks performed by contractors, subcontractors, independent contractors, or outside consultants
	JY56	Technology and process development tasks performed by contractors, subcontractors, independent contractors, or outside consultants
	JY57	General management and firm infrastructure tasks performed by contractors, subcontractors, independent contractors, or outside consultants
	JY58	Human resources management tasks performed by contractors, subcontractors, independent contractors, or outside consultants
	JY59	Strategic management tasks performed by contractors, subcontractors, independent contractors, or outside consultants
	JY60	None of the above tasks performed by contractors, subcontractors, independent contractors, or outside consultants
	JY71	Total reporting: Tasks performed by contractors, subcontractors, independent contractors, or outside consultants
	JY72	Item not reported: Tasks performed by contractors, subcontractors, independent contractors, or outside consultants

"In 2015, when was an under-performing employee reassigned or dismissed? **Select ONE box only.** "

DATA FIELD	Valid codes	Meaning of code
UNDERPERFORM	A1	All firms
	RC1	Employees reassigned or dismissed within 6 months of identifying under-performance
	RC2	Employees reassigned or dismissed after 6 months of identifying under-performance
	RC3	Under-performing employees are not normally reassigned or dismissed
	RC4	No under-performing employees identified
	RCTR	Total reporting
	RCXX	Item not reported

"In 2015, did this business have a website?"

DATA FIELD	Valid codes	Meaning of code
WEBSITE	A1	All firms
	KI	Business had a website
	KJ	Business did not have a website
	KK	Total reporting
	KL	Item not reported

"In 2015, which of the following types of workers were used by this business? **Select all that apply.**"

DATA FIELD	Valid codes	Meaning of code
WORKERS	A1	All firms
	JT	Full-time paid employees
	JU	Part-time paid employees
	JV	Paid day laborers
	JW	Temporary staffing obtained from a temporary help service
	JX	Leased employees from leasing service or professional employer organization
	JY	Contractors, subcontractors, independent contractors, or outside consultants
	JY01	None of the above
	JZ	Total reporting
	KA	Item not reported

"In 2015, on average what percent of the total number of workers was accounted for by each of the following Types of Workers? Round to the nearest whole percent. Your best estimate is fine. Total should sum to 100%."

DATA FIELD	Valid codes	Meaning of code
WORKERSPCT (see next page)	A1	All firms
	JT1P	Less than 25% of workforce full-time paid employees
	JT2P	25% to 49% of workforce full-time paid employees
	JT3P	50% to 74% of workforce full-time paid employees
	JT4P	75% or more of workforce full-time paid employees
	JTT5	Total reporting: Percentage of workforce full-time paid employees
	JTT6	Item not reported: Percentage of workforce full-time paid employees
	JU1P	Less than 25% of workforce part-time paid employees
	JU2P	25% to 49% of workforce part-time paid employees
	JU3P	50% to 74% of workforce part-time paid employees

DATA FIELD	Valid codes	Meaning of code
WORKERSPCT (cont.)	JU4P	75% or more of workforce part-time paid employees
	JUT5	Total reporting: Percentage of workforce part-time paid employees
	JUT6	Item not reported: Percentage of workforce part-time paid employees
	JV1P	Less than 25% of workforce paid day laborers
	JV2P	25% to 49% of workforce paid day laborers
	JV3P	50% to 74% of workforce paid day laborers
	JV4P	75% or more of workforce paid day laborers
	JVT5	Total reporting: Percentage of workforce paid day laborers
	JVT6	Item not reported: Percentage of workforce paid day laborers
	JW1P	Less than 25% of workforce temporary staffing obtained from a temporary help service
	JW2P	25% to 49% of workforce temporary staffing obtained from a temporary help service
	JW3P	50% to 74% of workforce temporary staffing obtained from a temporary help service
	JW4P	75% or more of workforce temporary staffing obtained from a temporary help service
	JWT5	Total reporting: Percentage of workforce temporary staffing obtained from a temporary help service
	JWT6	Item not reported: Percentage of workforce temporary staffing obtained from a temporary help service
	JX1P	Less than 25% of workforce leased employees from leasing service or professional employer organization
	JX2P	25% to 49% of workforce leased employees from leasing service or professional employer organization
	JX3P	50% to 74% of workforce leased employees from leasing service or professional employer organization
	JX4P	75% or more of workforce leased employees from leasing service or professional employer organization
	JXT5	Total reporting: Percentage of workforce leased employees from leasing service or professional employer organization
	JXT6	Item not reported: Percentage of workforce leased employees from leasing service or professional employer organization
	JY1P	Less than 25% of workforce contractors, subcontractors, independent contractors, or outside consultants
	JY2P	25% to 49% of workforce contractors, subcontractors, independent contractors, or outside consultants
	JY3P	50% to 74% of workforce contractors, subcontractors, independent contractors, or outside consultants
	JY4P	75% or more of workforce contractors, subcontractors, independent contractors, or outside consultants
	JYT5	Total reporting: Percentage of workforce contractors, subcontractors, independent contractors, or outside consultants
	JYT6	Item not reported: Percentage of workforce contractors, subcontractors, independent contractors, or outside consultants

"In what year was this business originally established?"

DATA FIELD	Valid codes	Meaning of code
YRESTBUS	A1	All firms
	FL	Before 1980
	FM	1980 to 1989
	FN	1990 to 1999
	FO01	2000 to 2007
	FO02	2008 to 2012
	FP02	2013
	FQ02	2014
	FR02	2015
	FU	Don't know
	FV	Total reporting
	FW	Item not reported